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**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

Applicant : Pisaris-Henderson et al.

Serial No. : 10/724,546 Examiner: Not Yet Assigned

Filed : November 26, 2003 Group Art Unit: Not Yet Assigned

For : SYSTEM AND METHOD FOR PAY FOR PERFORMANCE  
ADVERTISING HAVING BIDDABLE ADVERTISING UNITS  
UTILIZING ROTATING ROUTING TO ADVERTISER WEBSITES

January 14, 2004

**PETITION TO ACCORD FILING DATE UNDER 37 C.F.R. § 1.10(b)**

I hereby certify that this paper is being deposited with  
the United States Postal Service as first class mail in  
an envelope addressed to: Commissioner for Patents,  
P.O. Box 1450, Alexandria, VA 22313-1450

January 14, 2004

Date of Deposit

Walter M. Egbert, III

Attorney Name

37,317

PTO Registration No.

January 14, 2004

Date of Signature

Commissioner for Patents  
Mail Stop Petitions  
P.O. Box 1450  
Alexandria, VA 22313-1450

Sir:

Applicants respectfully petition the Commissioner to accord the above-identified application a filing date of November 26, 2003. This petition is being filed because the filing

date listed on the postcard received from the United States Patent and Trademark Office was erroneously dated November 28, 2003. (A copy of the postcard is attached as Exhibit 1.)

In accordance with 37 C.F.R. § 1.10(b), the application was deposited as Express Mail with the United States Postal Service (USPS) on November 26, 2003 with Express Mail mailing label number ER589236410US. The Express Mail mailing label number was placed on the transmittal letter of the application papers, a copy of which is enclosed as Exhibit 2. The application papers were deposited as Express Mail with the USPS on November 26, 2003.

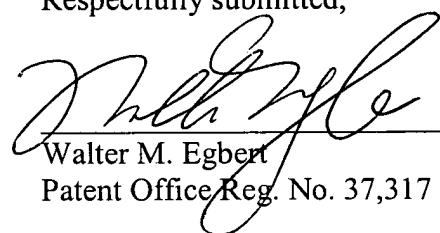
As required under 37 C.F.R. § 1.10(b), this information is corroborated by the following evidence form the USPS: (1) a postmark of 11/26/03 was stamped on the Express Mail mailing label number ER589236410US, a copy of which is enclosed herewith as Exhibit 3, and (2) USPS records available from the USPS website (<http://www.usps.com>) provide an acceptance date of November 26, 2003 for Express Mail mailing label number ER589236410US. A copy of the relevant USPS records from the USPS website is enclosed herewith as Exhibit 4.

On December 3, 2004, Applicants received a filing receipt form the USPTO indicating that the Applicants had been accorded serial number 10/724,546 and a filing date of "112803". This petition is being submitted promptly upon Applicants becoming aware that the USPTO has accorded this application a date other than the USPS deposit date.

Applicants hereby respectfully petition to the Commissioner for a filing date of November 26, 2003 for the above-identified application.

Applicants do not believe any fee is required in connection with the submission of this Petition. However, should any fee be required, or if any overpayment has been made, the Commissioner is hereby authorized to charge any fees, or credit any overpayments made, to Deposit Account No. 02-4377.

Respectfully submitted,



Walter M. Egbert  
Patent Office Reg. No. 37,317

Attorney for Applicant  
(212) 408-2561

Enclosures

BAKER BOTTS LLP  
30 Rockefeller Plaza  
New York, NY 10112  
(212) 408-2500

BAKER BOLES I L P

03 DEC 15 AM III: 28

TO:



In Re: Pisaris-Henderson et al.

Not Yet Assigned

(Applicant)

(Serial No.)

In Re: Patent Application

11/26/2003

AP35567

067282.0121

(Title of Paper)

(Date)

(File No.)

The stamp of the Patent Office Mail Room hereon acknowledges the receipt of the above-identified papers on the date indicated by such stamp.

Enclosures for the application entitled: "SYSTEM AND METHOD FOR PAY FOR PERFORMANCE ADVERTISING HAVING BIDDABLE ADVERTISING UNITS UTILIZING ROTATING ROUTING TO ADVERTISER WEBSITES"

- (1) Specification (29 pgs)
- (2) Claims (8 pgs)
- (3) Abstract (1 pg)
- (4) Drawings (6 pgs)
- (5) Utility Patent Application Transmittal
- (6) Fee Transmittal and \$574

Express Mail No.: ER589236410US

17497 U.S. PTO  
10/724546



112803

*Entered 11/26/03*

JAN 20 2004

Please type a plus sign (+) Inside this box

**UTILITY  
PATENT APPLICATION  
TRANSMITTAL**

(Only for new nonprovisional applications under 37 CFR 1.53(b))

Attorney Docket No. AP35567 - 067282.0121

First Inventor Pisaris-Henderson

Title SYSTEM AND \* see attached

Express Mail Label No. ER589236410US

**APPLICATION ELEMENTS**

See MPEP chapter 600 concerning utility patent application contents.

1.  Fee Transmittal Form (e.g., PTO/SB/17)  
*(Submit an original and a duplicate for fee processing)*
2.  Applicant claims small entity status.  
See 37 CFR 1.27.
3.  Specification [Total Pages 29]  
*(preferred arrangement set forth below)*  
 - Descriptive title of the invention  
 - Cross Reference to Related Applications  
 - Statement Regarding Fed sponsored R & D  
 - Reference to sequence listing, a table, or a computer program listing appendix  
 - Background of the Invention  
 - Brief Summary of the Invention  
 - Brief Description of the Drawings (*if filed*)  
 - Detailed Description  
 Claim(s) [Total Sheets 8]  
 Abstract of the Disclosure [Total Sheets 1]
4.  Drawing(s) (35 U.S.C. 113) [Total Sheets 6]
5. Oath or Declaration [Total Pages ]
- a.  Newly executed (original or copy)  
 Copy from a prior application (37 CFR 1.63 (d))  
*(for continuation/divisional with Box 18 completed)*
- i.  **DELETION OF INVENTOR(S)**  
 Signed statement attached deleting inventor(s) named in the prior application, see 37 CFR 1.63(d)(2) and 1.33(b).
6.  Application Data Sheet. See 37 CFR 1.76

**ADDRESS TO:** Commissioner for Patents  
PO Box 1450  
Alexandria, VA 22313-1450

7.  CD-ROM or CD-R in duplicate, large table or Computer Program (Appendix)
8. Nucleotide and/or Amino Acid Sequence Submission  
*(if applicable, all necessary)*
- a.  Computer Readable Form (CRF)
- b. Specification Sequence Listing on:
- i.  CD-ROM or CD-R (2 copies); or
- ii.  paper
- c.  Statements verifying identity of above copies

**ACCOMPANYING APPLICATION PARTS**

9.  Assignment Papers (cover sheet & document(s))
10.  37 CFR 3.73(b) Statement  Power of Attorney  
*(when there is an assignee)*
11.  English Translation Document (*if applicable*)
12.  Information Disclosure Statement (IDS)/PTO-1449  Copies of IDS Citations
13.  Preliminary Amendment
14.  Return Receipt Postcard (MPEP 503)  
*(Should be specifically itemized)*
15.  Certified Copy of Priority Document(s)  
*(if foreign priority is claimed)*
16.  Request and Certification under 35 U.S.C. 122 (b)(2)(B)(i). Applicant must attach form PTO/SB/35 or its equivalent.
17.  Other: .....

18. If a CONTINUING APPLICATION, check appropriate box, and supply the requisite information below and in a preliminary amendment, or in an Application Data Sheet under 37 CFR 1.76:

 Continuation     Divisional     Continuation-in-part (CIP)

of prior application No.: \_\_\_\_\_

Prior application Information: Examiner \_\_\_\_\_

Group Art Unit: \_\_\_\_\_

For CONTINUATION OR DIVISIONAL APPS only: The entire disclosure of the prior application, from which an oath or declaration is supplied under Box 5b, is considered a part of the disclosure of the accompanying continuation or divisional application and is hereby incorporated by reference. The incorporation can only be relied upon when a portion has been inadvertently omitted from the submitted application parts.

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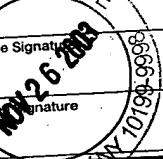


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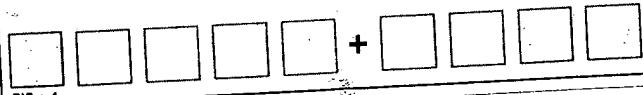
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- ACCEPTANCE, November 26, 2003, 10:31 pm, NEW YORK, NY  
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